

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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UNIVERSITY BUSINESS is a B2B publication that serves higher education professionals in the executive office, the business/financial office, and in technology, facilities, enrollment, academic affairs, and legislative matters; and others allied to the field.

FIELD SERVED UNIVERSITY BUSINESS serves higher education management nationwide at U.S. colleges and universities, two-year and four-year, public and private.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified titles include President, Chancellor, CEO, Branch Director, Chief of Administration, CFO, Chief Business Officer, VP of Finance, CIO, CTO, CITO, VP/Director Academic or Administrative Computing, Chief Operating Officer, VP/Director Physical Plant, Provost or Chief Academic Officer, Registrar; VP/Director Admissions, and other titled and non-titled personnel as shown in Paragraph 3a.

CHANNELS

UNIVERSITY BUSINESS MAGAZINE



6 Issues in the period
86,905 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
UNIVERSITY BUSINESS MAGAZINE (6 issues in the period)	86,905	-	86,905
a. Print	43,283	-	43,283
1. Requested	24,399	-	24,399
2. Non-Requested	18,884	-	18,884
b. Digital	43,622	-	43,622
1. Requested	18,363	-	18,363
2. Non-Requested	25,259	-	25,259

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	2,012
Allocated for Trade Shows and Conventions	517
All Other	1,150
TOTAL	3,679

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	86,905	100.0	86,905	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	86,905	100.0	86,905	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Total Qualified
July	43,300	44,305	87,605
August	43,299	44,192	87,491
September	43,300	43,678	86,978
October	43,300	43,436	86,736
November	43,300	43,105	86,405
December	43,200	43,017	86,217

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016
This issue is 0.7% or 600 copies below the average of the other 5 issues reported in Paragraph 2.

*CLASSIFICATION BY TITLE/FUNCTION	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital
EXECUTIVE MANAGEMENT: Chancellor, President, CEO, Branch Director; Chief of Administration, VP/Director Governing Board, Communications, Marketing, Institution Planning or Research and other Executive Leadership titles and/or functions.	14,869	17.2	10,342	4,527
FINANCE/BUSINESS: CFO, Chief Business Officer, VP of Finance, Treasurer, Bursar, Controller, Comptroller, Business Manager; VP/Director Financial Aid, Business Operations, Human Resources, Purchasing/Procurement, Advancement or Alumni/Fundraising and related titles and/or functions.	17,745	20.6	10,567	7,178
INFORMATION TECHNOLOGY: CIO, CTO, CITO, VP/Director Academic or Administrative Computing, Library, AV, Learning Resource Center, Network Management, Telecommunications or Information Systems Management and related titles and/or functions.	7,550	8.7	6,850	700
FACILITIES/INFRASTRUCTURE: Chief Operating Officer, VP/Director Physical Plant, Facilities, Maintenance or Energy Management; VP/Director Administration, Housing, Book/Retail Stores, Public Safety, Food or Auxiliary Services and related titles and/or functions.	8,285	9.6	5,449	2,836
ACADEMIC MANAGEMENT: Provost or Chief Academic Officer, Registrar; VP/Director Admissions, Enrollment, Career, Advisement or Student Services; Academic or Faculty Affairs and related titles and/or functions.	22,022	25.5	10,018	12,004
OTHER: VP/Director Public Information, External Affairs, Health Services or Athletic Director, Dept Chair or Academic Dean and related titles and/or functions.	15,934	18.4	74	15,860
TOTAL QUALIFIED CIRCULATION	86,405	100.0	43,300	43,105
PERCENT	100.0		50.1	49.9

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3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	3,805	3,598	932	4,153	4,182	8,335	9.6
II. Request from recipient's company:	14,037	17,569	3,659	20,675	14,590	35,265	40.9
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	42,805	-	-	18,472	24,333	42,805	49.5
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	42,805	-	-	18,472	24,333	42,805	49.5
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	60,647	21,167	4,591	43,300	43,105	86,405	100.0
PERCENT	70.2	24.5	5.3	50.1	49.9	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	43,275	43,048	86,323	99.9
Individuals by name only	1	57	58	0.1
Titles or functions only	23	-	23	-
Company names only	1	-	1	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	43,300	43,105	86,405	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data		Audited Data		Circulation Claim	
	January – June 2014	July – December 2014	January – June 2015	July – December 2015	January – June 2016*	July – December 2016*
Total Audit Average Qualified:	79,718	82,693	82,096	81,973	88,188	86,905
Qualified Non-Paid:	79,718	82,693	82,096	81,973	88,188	86,905
Print:	45,290	45,299	45,308	45,301	45,300	43,283
Digital:	34,428	37,394	36,788	36,672	42,888	43,622
Qualified Paid:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January – December 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

